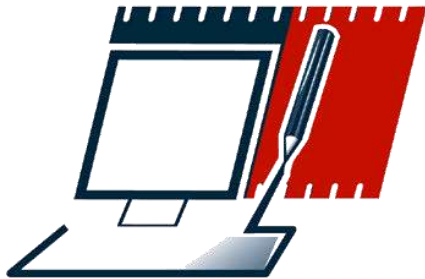


Search Engine
Optimization Services
by



Rescott, LLC.
Marketing & Technology
Specialists

Table of Contents

A. Introduction:3

B. Competition Analysis and SEO Report:3

B1. Website Analysis.....3

B2. Competitive Analysis3

C. Keywords Analysis and Suggestion:3

D. On-site Optimization includes internal link structure optimization4

D1. On-Page & Off-Page Optimization Report.....4

D2. Search Engine & Directory submission4

D3. Search engine & Directory submission report:5

D4. Keyword ranking report.....5

E. Link Building Campaigns:5

E1. Link Building.....5

E2. Link building activity report6

F. Online Public Relation:6

F1. Article creation & distribution6

F2. Blog creation.....6

F3. Press Release distribution.....6

F4. RSS/XML feed setup.....7

F5. Article submission report7

F6. Social Bookmarking submission (SMO):.....7

G. Google Ad words campaign management:.....7

A. Introduction:

Rescott Marketing is the marketing division of Rescott, LLC. For the past ten years, Rescott has successfully implemented Search Engine Optimization and Online Marketing services for a number of U.S. companies. Our primary language is English with the ability to do SEO and online marketing for the US, UK, Australia, New Zealand and Europe market. Specializing in natural search engine optimization, organic SEO, link building, paid inclusion, PPC campaign management and shopping feed management, we help our clients by increase leads, sales and achieve maximum return on investment (ROI) through strategic placements on major search engines. Together with a team of highly trained SEO experts and customer support personnel all at Rescott Marketing are committed to bring best results to our client's business.

B. Competition Analysis and SEO Report:

B1. Website Analysis

During this task our SEO specialists study your website structure, loading speed, meta-tags, navigational elements, page content, search engine friendliness and inbound, outbound and broken links, no. of pages, sitemaps.

The goal of this task is to identify the necessary changes to improve overall visibility in crawler-based search engines and to remove any website indexing barriers. Improving certain elements of your website's architecture and design can increase the number of pages that are indexed and will increase the likelihood that your pages will rank higher.

B2. Competitive Analysis

During this task, in-depth analysis is conducted to determine the SEO strategies of each primary competitor. Competitive strategy analysis includes keyword selection, meta-tag contents, page contents, link popularity, navigation bar, URL analysis and search engine ranking. In short, we determine what is working and what is not working for each of your major competitors.

C. Keywords Analysis and Suggestion:

We will provide you detail keyword research report in Excel document OR word document (which you want) which summarizes the following items.

- Most targeted Keywords & keywords phrase list related to your product and services using Google keyword suggestion, Overture (Adwords) keyword suggestion and Word tracker basic keyword suggestion tools, digital point keyword suggestion tool.
- Existing ranking position of your site on major search engines Google, Yahoo and MSN with targeted keywords

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- Number of competition on each targeted keyword in major search engine Google, Yahoo & MSN
- Overture monthly search volume information for each keyword

D. On-site Optimization includes internal link structure optimization:

D1. On-Page & Off-Page Optimization Report

During this step, recommendations from the Analysis step are incorporated into your website. This task is required for the effective conduct of the submission step.

On-Page & Off-Page optimization activities include the following:

- HTML Meta tag, Alt tag, H1-H6 tag and Title tag optimization
- Necessary changes in page content as per service and target keyword
- Creation of new pages like links, directory, linkpartner if required
- Change in Page name, page title, URL re-writing, Image name and folder name if required
- Change in Site navigation if required
- Individual Meta Information per product for dynamic site
- Inclusion of robots instruction file
- Inclusion of search engine site map
- Google XML Sitemap generation and HTML sitemap generation

D2. Search Engine & Directory submission

Search Engine submission & Directory submission services include the following:

- Manual submission of your web site URL to the top crawler based search engines such as Google, MSN, Yahoo, AltaVista, AllTheWeb, AOL and other popular search engines.
- Analyzing the directories to determine in which categories competitors are listed, and what type of descriptions their sites have.
- Identifying the appropriate directory categories for your web site.
- Review and fix broken links and other errors that may hinder submission of the web site.
- Determine the keywords to be included in the page titles and site summary descriptions.
- Compose titles and site summary descriptions for your site, according to the directory's submission guidelines.
- Submission of the web site to Yahoo, Dmoz, ODP and a large number of second-tier directories.
- Verify that the web site has been accepted into the correct category and follow up with editors to reverse any changes to the listings that deem inconsistent with your marketing goals.

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- We check category page before submit your site that page crawled by search engine or not. We will submit site if category page is crawled by major search engines.
- We are providing Paid directory submission packages too. We need your payment details for paid submission.

D3. Search engine & Directory submission report:

We will provide you an Excel document which summarizes the following items

- Name of directory (i.e. Yahoo Directory)
- Directory URL (i.e. <http://directory.yahoo.com>)
- Specific Category (i.e. Home >> computer >> software)
- Submission Date
- Approval Date
- Link text (which we have used for submission)

D4. Keyword ranking report

We will provide you an Excel document which summarizes the following items

- Targeted Keyword list
- Ranking in major search engines (i.e. Google, Yahoo and MSN)
- Figure of total competitor on particular keyword
- Date of reporting

E. Link Building Campaigns:

E1. Link Building

RESCOTT MARKETING Link popularity development program is a long-term strategy to obtain non-paid link partnership from relevant websites. Link popularity is fast becoming one of the highest weighed criteria used in ranking websites in the search engines and compliments Natural Search Optimization initiative.

Benefits of Link Building

- More targeted traffic to your web site
- Higher rankings in the search engines
- Increased sales
- Increase Google page rank of your website
- .edu and .gov site links are more effective.

A brief overview of our link building services

- Creation of 'links' page and dynamic links admin panel with add, delete and modify attribute on client's website
- Setting up the text link code, banner and Image infrastructure
- Establish a list of related but non-competing, high quality content sites with a high Google Page Rank (PR)

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- Establish a list of related high valued site of .gov and .edu from where we can target to get back links.
- Personalized email to webmaster of qualified website
- Weekly link status check on partners website
- Provide linking progress and confirmation report as they become available

E2. Link building activity report

We will provide you an Excel document which summarizes the following items

- Reciprocal link partner site URL detail on which our link placed
- Existing Google PR info of reciprocal link partner site
- Our site link status on partner site
- Partner site link status on our link page
- Date of first follow-up
- Date of second follow-up
- Date of final follow-up

F. Online Public Relation:

F1. Article creation & distribution

Article creation and distribution services include the following:

- Either you will provide us article or we will create article related to your products/services/company on behalf of you and we will submit article in more than 1000s of Article directories.
- We can get one-way links from doing this activity
- We are using manual and software tactics to distribute article.

Note: We will submit only in free Articles directories.

F2. Blog creation

Blog creation and distribution services include the following:

- We will create Blog using Blogger.com, wordpress.com and many more.
- We will setup same Blog in your existing website for that you have to provide us your FTP details
- Either you will provide us content for Blog or we will place all article in Blog
- We will submit your Blog to free Blog directories
- We can get very high performance one-way links from this activity.
- We use Semilogic themes to create SEO friendly website themes / blog to generate more traffic towards your website.

F3. Press Release distribution

Press Release distribution services include following:

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- You will provide us Press Release
- We will submit your Press Release to major PR Firms, search engines and news feeds
- We can get very high performance one-way links from this activity

F4. RSS/XML feed setup

RSS/XML feed services include following:

- We will create RSS/XML feed for your articles and press release
- We will setup RSS/XML feed on your site
- We will submit your RSS/XML feed to feed search engines
- We will submit your XML feed in Gmail, yahoo and MSN accounts for high visibility.

F5. Article submission report

We will provide you an Excel document which summarizes the following items

- Brief summary of each articles
- article directory details in which we submitted your articles
- Login username and password for each article directory

F6. Social Bookmarking submission (SMO):

- Social bookmarking submission is a way for internet users to store, classify, share and search Internet bookmarks.
- Every day millions of visitors are visit social bookmarking sites. There are few most famous sites like del.icio.us, dig, furl, and many more.
- We will place bookmark logos on your site so visitors can bookmark your site in their personalized bookmark site.
- We are doing SMO manually.

G. Google Ad words campaign management:

Pay-per-click (PPC) keyword ads have become an important component of any well-rounded search engine marketing campaign. Keyword advertisers can bid on certain search terms (keywords) and position their ads virtually overnight at the very top, or at the side of, search results. We may recommend this channel to further enhance your site's online visibility with many of the major search destinations that carry such paid listings.

Benefits of pay-per-click over search engine optimization:

- Guaranteed placement on top of search engine results
- Campaigns can be set up very quickly
- Easy to update and change commercial message and test different creative
- Pay only for targeted traffic to your site

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- Higher click through rates than banners and many other forms of online advertising.

With RESCOTT MARKETING PPC Management services, you get:

- **Consultation:** Define PPC objectives and budget
- **Account Set-up:** Google Ad words
- **Keyword Analysis:** Through selection of up to 1000 Keyword Phrases
- **Conversion tracking:** Define specifically which keywords are converting to sales.
- **Ad Creation:** Create and set up 5-10 targeted ads
- **Keyword & PPC bid management:** Continuous keyword refinement, ad content and bid updates, monthly reporting.

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